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COLOR

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Styling with Color

THIS IS A TIME in the history of the world when many ways of thinking are seeking recognition.

Some of these ways of thinking are proving to be very valuable and are opening the doors to a new understanding of Beauty and of Life.

One of the most helpful and interesting new ideas is about the use of Color in the Home. It is called, "Styling with Paint."

Styling with Paint is not so much the study of what Color is most successful with another Color . . . but of how best to distribute dark and light Colors, or warm and cool Colors, so that the most interesting lines and masses are accentuated in the painting of a house.

Many of us are living today in lovely old homes built in another era . . . old homes whose interest and beauty may easily be recaptured and made more perfect by the correct use of Color in their re-Styling with Paint.

Others of us are thrilled over living in a comfortable new house of our own building . . . whose freshness will be enhanced to a great degree by the proper use of Color inside and outside.

Then there are those of us who, having found the Home of our Dreams, and bought it . . . and having lived in it for a year or so . . . wish to add to its attractiveness by using Colors of our very own choosing.

And . . . there are the millions of us who, living in apartments small or large, wish to add a bright and colorful note to our dwelling place . . . which will bring out the best tonal qualities of all the furniture and the draperies we have so thoughtfully collected with loving care, throughout the passing years.

Thousands and thousands of fine American people . . . who realize this year that new Colors inside and outside of their Homes will go a long way towards giving the spiritual and soul-satisfying "lift" so helpful to our daily living.

H. Ledyard Towle Director
Division Creative Design and Color



ROCKLEDGE HOUSE. White cliff and Gray sky and Blue sea wove together this clean-cut, wind-swept scheme. A silhouette of simple elegance. Body and chimney, White Cementhide Brick and Stucco Paint. Half timbers, Pearl Gray Sun-Proof House Paint. Second floor shutters, Outside White Titantic Sun-Proof House Paint. First floor shutters and doors, Slate Sun-Proof House Paint.

Now that you have opened the cover of our book (which we think is very gay and smart . . . and hope you do, too) and have read Captain Towle's story about Styling with Paint, we want you to study very carefully the color schemes and ideas shown in our many illustrations.

In the first place, we have tried to do something new and constructive in the matter of correlating the exteriors of various types and styles of houses with interiors which are not too mannered, but have a wider appeal . . . and which will be successful in any type of home.

For instance, on this page we show a more or less typical English half-timbered house.

What does one do with an English half-timbered house? One usually visualizes a dark, rich, somber-hued roof . . . half-timbering of oak, time-stained almost to blackness . . . and warm-toned brick walls . . . with stucco on the higher stories.

A romantic and rich Color Harmony.

Well . . . we all know about THAT!

Here is a new and most modern method of styling a house of this type. A study in cool and gracious tones. Roof . . . a deep, friendly blue . . . like a piece broken off from the evening sky. Half-timbering weathered to the warm gray of old slate. Shutters and entrance door of the same color . . . to give a long, sleepy line where house and ground meet. And the brick walls painted WHITE!



CLOVER DINING ROOM. Most dining rooms communicate openly with the living room. But it does not follow that one should merely recite the coloring of the other. Warm Clover walls harmonize with any nearby hues: Walls, Orchid Wallhide Flat Wall Paint. Ceiling, White Wallhide Flat Wall Paint. Woodwork, White Waterspar Enamel. Mirror, White, Crystalex by Pittsburgh.



GLADIOLUS BEDROOM. Copy the handwriting on this wall! You'll have a really Glad room! Walls, Sunstone Wallhide Flat Wall Paint. Ceiling, White Wallhide Flat Wall Paint. Woodwork and furniture, White Waterspar Enamel. Flower decorations, on the furniture, Apple Green Waterspar Enamel and Canary Yellow Waterspar Enamel.



EVERGREEN LIVING ROOM. Who can sit in lazy comfort in a room that stands on dignity? Go from stiff parlor to relaxed family room with nature's favorite Color: restful Green. Walls, Spring Green Wallhide Flat Wall Paint, with window wall or walls, and the ceiling, Sand Wallhide Toner Intermix. Trim, White Waterspar Enamel. A Scheme of Universal Popularity.



THE PLATINUM BLOND BEDROOM! One that gentlemen will prefer, and ladies, too, for its Gold, Turquoise and warm Gray tones that invite relaxation. Walls, Dawn Gray Wallhide Flat. Ceiling, Cascade Blue Wallhide Flat Wall Paint. Furniture, Turquoise Waterspar Enamel lightened with White Waterspar Enamel to the shade shown.



THE MOONSTONE BATHROOM. White magic? No, just White plus imagination. Here's the newest version of the White-walled bathroom classic: Walls, White Wallhide Semi-Gloss Wall Paint or White Carrara. Ceiling and bands, Colonial Yellow Wallhide Semi-Gloss Wall Paint. Woodwork, White Waterspar Enamel. Floor, Black Florhide Enamel. Band, Tangerine Waterspar Enamel.



THE GOOD EARTH KITCHEN. The nature lover's special . . . in Mint Green, Cream and Clay! Walls and ceiling, Bud Green Wallhide Semi-Gloss Wall Paint. Walls in breakfast section, Colonial Yellow Wallhide Semi-Gloss Wall Paint. Floor, table tops and accents, Tile Red Florhide. Breakfast set, Seal Brown Waterspar. Trim and cabinets, True Ivory Waterspar Enamel. A warm spring-scented kitchen scheme.



THE LOG CABIN GAME ROOM. The colors of wood and leaf at sunrise! Walls, Fawn Wallhide Gloss Wall Paint. Paneled area, Chartreuse Wallhide Toner Intermix background. Inserts, Antique Knotty Pine Pittsburgh Wood Stain. Floor, Tile Red Florhide. Ceiling, Chartreuse and Tile Red. Furniture, Sand Waterspar Enamel. You'll like its rustic originality.

As you look at the lovely interiors on these pages . . . remember two things.

One is that PITTSBURGH'S Colors are copies from Mother Nature . . . that master Painter of the ages . . . and, second, that although we have used every facility which the art of fine printing can give to us, printed colors can only approximate the pure and glowing tones of our Wallhide and Waterspar.

Did you notice the Evergreen Living Room, on page 4?

Take another look!

See how the colors play back and forth across this interesting room. The warm green of the fireplace wall . . . picked up by the white and coral of the comfortable chairs . . . the richness of mahogany against the sandy upland color of the wall and the soft pastel drapes . . . all help to make of this a real LIVING room.

We like the name of the color scheme of our "Good Earth" kitchen on page 5 . . . and want to remind you that the Platinum Blond Bedroom will also do very nicely for a rosy-cheeked Brunette!

There is some close harmony here which makes a series of interesting color chords.

White is what you make it . . . cool with blue-grays and violets . . . and warm with reds and oranges.

Our Moonstone Bathroom . . . easy to reproduce . . . is full of early morning bathtub singing.

The one place in the house where people let themselves go . . . both physically and mentally . . . is in the Games Room. Here, tucked away under the more utilitarian parts of the house, are rooms whose whole aura spells friendliness and good fellowship.

Red, white and blue are always gay . . . and the Log Cabin Games Room looks like a misty forest morning.



THE FLAGSHIP RUMPUS ROOM Boats the Red, White and Blue; has the intimate coziness of a ship's cabin. Walls, foamy White Wallhide Flat, with end walls Navy Blue, or Dark Blue Wallhide Toner Intermix. Ceiling, a combination of wall tones. Woodwork and furniture, White Waterspar Enamel. Table, Chinese Red Waterspar Enamel. Salute to smartness!



THE REDWING HOUSE! Original with its Ruby shutters, practical with its dirt-repellent Gray body, the Redwing house offers you something new under the sun, the smoke and the rain. Body, French Gray Sun-Proof. Trim, Outside White, Titanic Sun-Proof. Accents, Carnival Red Sun-Proof. Roof, Gray Pittsburgh Shingle Stain.

Here is a homey little house, all quiet and subdued . . . but with a ruddy twinkle in the eye of its lower windows which reminds us a little . . . that Lafayette may perhaps have been riding by and peeked into the architect's office as he sketched with a flourish . . . these long Gallic openings.

On page 8 . . . Texans take notice!

The State Flower was the inspiration for this cool and beautiful room in sunlight and shadow played across the floor and walls . . . the Bluebonnet Living Room . . . pale Powder Blue, with deft Coral and White accentuation.

For the Dining Room and Bedroom on this page . . . the marsh and the forest have given up their Color tones . . .

the lowlands of the tropics and the high rocky slope of the hills. The Gardenia and the Dogwood. The lull of fragrant depths . . . an aid in sleeping . . . and the warm spring sunny tones to spur pleasant dining room conversation.

As you turn these pages, don't you like the colors in these rooms . . . and outdoors! Clear . . . clean . . . crisp. A happy change and improvement to tired-looking walls and dusky ceilings.

. . . a challenge to the home of YESTERDAY . . . a promise to the home of TOMORROW . . . an inspiration to the home of TODAY . . . YOUR home.

No matter where it is . . . no matter what its age . . . this home of yours will become a House of Dreams . . . through STYLING WITH PAINT!

THE BLUEBONNET LIVING ROOM! The scheme to end scheming! It uses Blue . . . the world's favorite Color . . . assures richness and modernity without gaudiness. Walls, Blue Wallhide Toner Intermix. Ceiling, White Wallhide Flat Wall Paint. Woodwork, White Waterspar Enamel. Furniture, Oil White, made by adding a little Drop Black Pittsburgh Fluid Oil Color to White Waterspar Enamel. Mix to Pale Oyster White.



THE DOGWOOD DINING ROOM. The flowers that bloom in the spring, tra la! Have everything to do with the case . . . if you want something exceptionally charming and colorful. Walls, Coral Peach Wallhide Toner Intermix. Ceiling, Peach Wallhide Flat Wall Paint. Woodwork and Wainscot, White Waterspar Enamel. Mantel, Rembrandt Blue Carters. Mirror, Flesh tinted by Pittsburgh.



GARDENIA BEDROOM! Satiny White walls, soft as a corsage of gardenias, make a bedroom of glamour and modernity! Walls, White Wallhide Flat. Ceiling, Cloud Blue Wallhide Flat Wall Paint. Trim, White Waterspar Enamel. Furniture, Walnut Waterspar Varnish. Chameleon-like, this blends with any accessory Colors.



LILAC BEDROOM. Be nostalgic . . . lie abed and look at the ceiling . . . you can almost smell those old-fashioned blooms as you glance about this pleasant room! Walls and ceiling, Orchid Wallhise Flat Wall Paint. Woodwork, White Waterspall Enamel. A very sedative setting . . . and ideal for a room in a noisy part of the house.



MOUNTAIN LAUREL BATHROOM. The bathroom is more subject to cold than any other room. Towels and accessories are usually neutral in Color. Pipes projecting here and there give a metallic chill. Glow-sufted walls assure warmth: Walls, Wisteria Wallhide Semi-Gloss Wall Paint. Ceiling, Bud Green Wallhide Semi-Gloss Wall Paint. Trim, Orchid Waterspar Enamel. Practical . . . and pretty.



DAISY KITCHEN. Soft as the flower that blooms in the dell . . . these cool White walls. Still, the room's got plenty of vitamins: See that healthy Yellow ceiling; dirt-distant Green woodwork. And the sturdy Holland Blue trimmings that call for little cleaning. Walls, White Wallhide Semi-Gloss Wall Paint. Ceiling, Colonial Yellow Wallhide Semi-Gloss Wall Paint. Woodwork, Lettuce Green Waterspar Enamel. Enamel. Cabinets, White Waterspar. Accents, Royal Blue Waterspar Enamel.



HAWAIIAN GAME ROOM! Even if your cruise docks at the basement . . . your vacation ends at eight bells . . . you'll love sun and surf Colors! Walls, Dawn Gray Wallhide Flat, with the most important wall Ultramarine Blue Wallhide Toner. Ceiling, Cloud Blue Wallhide Flat. Woodwork, Canary Yellow Waterspar. Mantel, Royal Blue Waterspar or Rembrandt Blue Carrara.

As we were saying a while back . . . there is **SOMETHING** about Games Rooms! Even if you drink only pineapple juice in this Hawaiian Room, you will probably find yourself "Aloha-ing" all over the place. Rooms like these are Inhibition Destroyers. They help you to get away from it all. Their laughing color harmonies give a bracing tang to your senses which is carried upstairs and which makes the whole house feel better.

Here we have combined deep Yellow, subtle Chartreuse, rich Blue, soft Gray. The room is a "natural" and the Colors of Nature which have been borrowed . . . the compelling **BLUE** of the midnight sky . . . the lustiness of a garden full of daffodils . . . the Chartreuse Green of Hawaiian Grass . . . the Dawn Gray of a new day . . . that precious, eerie moment when the world lies suspended between sun and stars!

Look carefully over your house . . . and if there is not

space to make a Games Room, plan a Hobby Corner.

Take one big comfortable chair . . . good light . . . cheerful colors . . . and Ride!

Across the page there is a house you should study. Sunset House. In two yellows and a quiet blue.

Here is an example of what Styling with Paint can do. The dark roof makes a vibrant line against the golden walls . . . as it sweeps down and over the pleasant porch. The high windows on the first floor echo the verticals of the porch pillars, and the perky dormers carry the side wall color up and up toward the evening sky.

A truly handsome Little-Big House . . . whose lines and masses have been made more satisfying by the judicious use of dark and light colors.



SUNSET HOUSE! You may be homesick . . . but you'll never be sick of home if it has the inviting appeal of these soft twilight Colors. Body, Milwaukee Brick Sun-Proof House Paint. Shutters, Salem Yellow Sun-Proof. Trim, Outside White, Titanic Sun-Proof. Roof, Blue Pittsburgh Shingle Stain. Twilight on the horizon has no more homing beauty!

"Turn the page and plainly see
Some lovely rooms for you and me"

We like especially the Narcissus Living Room, with its mirrored fireplace . . . just the spot for pleasant reflections when the wind blows chill down the valley.

The Narcissus of legend fell in love with his own reflection . . . visioned in a pool of clear, unrippled water. In the Narcissus living room we have borrowed a little from Nature . . . a little from fable.

The Narcissus is there . . . in the clear, pale Yellow of the background . . . and the POOL is there, too, in the lovely Mirror which visually echoes the beauty of the room itself.

Notice the smart trick of picture grouping above the long horizontal of the mantel shelf . . . perhaps you have the same problem somewhere at home?

Every woman should have at least one Rose Bedroom in her life. Its soft glowing colors are the Alpha and the Omega of her day . . . from "rosy-fingered dawn" to Dusky Sunset! Just close your door . . . turn up your dresser lights . . . and dream.

The dance will be a success . . . or dinner go off nicely . . . and everybody will be glad to see you.

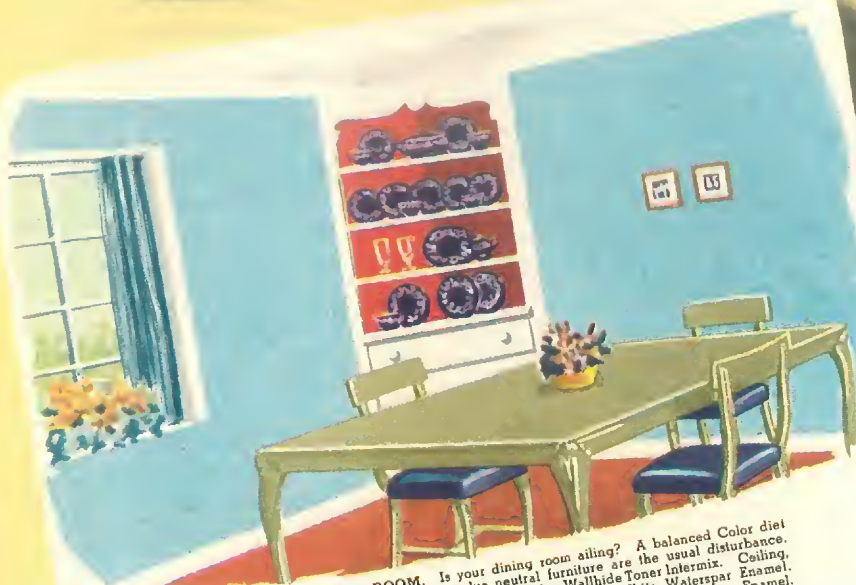
That's what ROSE does for you!

There's a kitchen, on page 13, where salads just make themselves. The bright sun over the vegetable garden . . . the green of lettuce leaf . . . the varnished red of the tomato . . . all are in this gay color ensemble.

French Dressing . . . or Roquefort . . . you MUST try one!



A NARCISSUS LIVING ROOM. Today's Gold Rush is rather tame, but very successful. It's the haste to bright Yellow for walls; the universally liked Color that drives out gloom; blends with everything in furnishings and accessories. Walls, Sun-tone Wallhide Flat Wall Paint. Ceiling, White Cementhide, Brick and Stucco Paint. White Waterspar Enamel. Bricks, White Cementhide, Brick and Stucco Paint.



BLUEBELL DINING ROOM. Is your dining room ailing? A balanced Color diet cures most dining ills; drab walls plus neutral furniture are the usual disturbance. Brighten up with formal, flattering Blue. Walls, Blue Wallhide Toner Intermix. Ceiling, White Wallhide Flat Wall Paint. Woodwork and cabinet, White Waterspar Enamel. Inside cabinet, Vermilion Wallhide Toner. Furniture, Pearl Gray Waterspar Enamel.



A ROSE BEDROOM! The kindest Colors of all . . . as you look in your Mirror to say "Good Night". Walls, Dusty Pink Wallhide Toner Intermix with scallop border, Blossom Pink Wallhide Flat Wall Paint. Ceiling, White Wallhide Flat Wall Paint. Woodwork and furniture, White Waterspar Enamel. Floor, Black Florhide Enamel. Vanity top, Black Waterspar or Black Carrara. Flattering to any coloring.



DAWN BATHROOM. A problem child is the bathroom. White fixtures and standardized accessories strain originality. Use the streaks in the morning sky for sudden smartness! Walls and ceiling, Dove Gray Wallhide Semi-Gloss Wall Paint. Stripe and woodwork match: Mix Color shown by adding a little Para Red Dark Pittsburgh Fluid Oil Color to White Waterspar Enamel.



PEONY BEDROOM. In summer, leaf-touched windows brighten any room. But when winter comes, with ice patterns on the pane, we need tender Green and hypnotizing Pink . . . the Red flannels of rooms! . . . that warm them up in coldest clime! Walls, Light Buff Wallhide Flat Wall Paint. Ceiling, Palmetto Green Wallhide Flat Wall Paint. Woodwork, Travertine Waterspar. Pannels and furniture, Rose Pink Waterspar Enamel.



SUNSHINE KITCHEN! You're the weatherman. If your kitchen is overcast with gloom, rewrite its prediction tonight. Sun-drenched, it will grow a bumper crop of cheer. Walls and ceiling, Crocus Wallhide Gloss Wall Paint. Woodwork, Old Ivory Waterspar Enamel. Cabinets and furniture, Jade Green Waterspar Enamel. Accents, Tangerine and Canary Yellow Waterspar Enamel. Soft as sunlight, and gay as a square dance.



THE HOLLY BEDROOM!
There ain't no Santa Claus . . . but there is Christmas Spirit! This bedroom perpetuates the friendly Yule cheer year round! And isn't it quaint? Walls are Sea Foam Green Wallhide Flat. Ceiling, dormer and slope ceiling, White Wallhide Flat. Woodwork and furniture, White Waterspar Enamel. Blinds, Apple Green Waterspar Enamel.

Lots of chairs of doubtful origin and peculiar parentage are being saved for future usefulness by a coat or two of white paint.

Like the one in our Holly Bedroom, for instance.

Here is a cheery room done in colors from this ancient tree. The rampant red of the berries used as an accessory group of color notes . . . and the green of the spiked leaf . . . in sunlight and shadow.

This is the sort of room found in many third floors . . . running across the entire top of the house . . . cradled under sloping roofs and dormer offsets.

Because it is a problem room, it frequently becomes the refuge for discarded lares and penates . . . until some bright homemaker decides that the outmoded household goods, and the room in which they have been so ignominiously stored, can become . . . at one and the same time, the nucleus and the shell for the slickest room in the house!

Our sketch shows the feminine version.

For a man, the bed wall could be in varnished holly-leaf green (which we call Waterspar Lawn Green . . . just to be different), with green bedspread to match . . . piped with small berry-like vermilion globular buttons . . . one every inch.

The floor could be in a deep burnt umber tone, like the shadowed earth in the deep woods.

The remaining walls and ceiling austere white like the robes of the Druid priests walking at Yuletide.

Window curtains of white, with the same vermilion globes edging them . . . would complete the picture.

And the furniture and lamps could be in the same dark green as the bed wall, with white or red accents.

Altogether, a light, cheerful room with dark, rich furnishings.



BOBWHITE HOUSE. "Bob" . . . who isn't White at all . . . and whose feathers have the sunny glint of autumn leaves . . . gave us this Color scheme. Body, Warm Gray Sun-Proof House Paint. Trim, Sun-Proof Titanic Outside White. Roof, Roof Green Pittsburgh Shingle Stain. Shutters, Coral: To mix this soft Color add one part Tropic Orange Waterspar Auto Enamel to three parts White Waterspar Auto Enamel.

Here is another interesting house . . . simple and straightforward in design. There are several characteristics of importance which Styling with Paint has brought out in this particular place.

First . . . because of the accent of white along the cornice of the house itself, and the covered porch, the lines look long and low . . . and the building seems to be much larger than it really is.

The feeling of length is helped further by the bank of coral-

shuttered windows which bring the eye away from the dormered roof and form a strong horizontal color accent just above the flat lawn.

The necessary suggestion of height is obtained by using the sidewall color on the dormer.

If it had seemed desirable to make the house appear quite low to the ground . . . the dormers could have been painted in the color of the roof . . . which would allow the eye to follow the long horizontal accents.



A MAY BLOSSOM BEDROOM may blossom for you overnight! Walls are a perpetual springtime of Pinks: Upper walls, Blossom Pink Wallhide Flat. Lower walls (or dado to height of about thirty-three inches) Dusty Pink Wallhide Toner Intermix. Ceiling, White Wallhide Flat Wall Paint. Woodwork and furniture, White Waterspar Enamel. The Pink story, like the spring story, never grows old.



One parlor story we all know is the Tan and Brown one. What tale does your living room tell about your taste and originality? The **HEATHER LIVING ROOM** scheme offers vibrancy without sensationalism. Warm Heather hues blend with everything. Walls, Horizon Blue Wallhide Flat Wall Paint. Ceiling, White Wallhide Flat Wall Paint. Woodwork, White Waterspar Enamel.



ASTER DINING ROOM. A perfect setting for banquet or breakfast! With the correctness of Emily Post and the sweetness of a garden flower, it combines dignity with informality. Walls, White Wallhide Flat. Alcoves (or window walls) and ceiling, Cascade Blue Wallhide Flat Wall Paint. Trim and furniture, Pearl Gray Waterspar Enamel. Table top, soft Gold tinted Mirror by Pittsburgh.



BLUE DANUBE BEDROOM! Dreamy as waltz-beat! Sparkling as Blue water. Walls, Blue Wallhide Toner Intermix. Ceiling and alcove, White Wallhide Flat Wall Paint. Trim, mixed to match walls by adding a little Ultramarine Blue Pittsburgh Fluid Oil Color to White Waterspar Enamel, till the shade shown is reached. A color tune you'll like.



MORNING MIST KITCHEN. The pot and pan center yields to fashion: becomes a cheerful, light workshop veiled in: Walls, Rose Tan Wallhide Gloss Wall Paint. Ceiling, Cameo Blue Wallhide Semi-Gloss. Woodwork and cabinets, White Waterspar Enamel. Accents, Turquoise Waterspar Enamel. Good news for gloomy kitchens.



The **CANYON BATHROOM** steals the gorgeous ruddiness of quartz! Be a smart accomplice in the theft. Smuggle into your bathroom deep jewel tones: Walls and ceiling, White Wallhide Semi-Gloss Wall Paint. Trim, White Waterspar Enamel. Dado, Rembrandt Blue Carrara or Royal Blue Waterspar Enamel.



STAR DUST BEDROOM. Tucked up under the roof, near the sky, a twinkling Gold-and-Gray haven. Cozy describes the warm Yellow ceiling and dormer in Suntone Wallhide Flat Wall Paint. Alert proof that the room in the attic need not be rheumatic. Restful, the remaining walls of Dawn Gray Wallhide Flat Wall Paint. Practical and colorful are furniture and trim in Apple Green Waterspar Enamel.



BLUE HEAVEN STUDIO. There's a great tradition about the attic. Starving poets and great composers bequeath it a romantic heritage. You'll delight in a quiet Studio, high in the house-tops, colored in retiring Blue; accents of thoughtful Brown. Long walls, Brown Wallhide Toner Intermit. Remaining walls and ceiling, Cascade Blue Wallhide Flat Wall Paint. Accents, White Waterspar Enamel. For work or play.

Now that you're here . . . take another look at page 16.

Three charming, imaginative rooms. We like especially the dining room . . . with its close harmony of gray, white, and Cascade Blue . . . made vibrant by the accents of sunny yellow.

The bedroom Color plan was designed to bring warmth to a room which seemed overcast and dreary . . . and to lower the very high ceiling.

First . . . because the room was poorly exposed, we avoided the use of a deep tone for the ceiling. This would have lowered the ceiling visually . . . but it would also have put the room farther in shadow!

And so . . . we Color Styled the enclosure . . . by running a dado around all four walls. This carries the eye along a horizontal line . . . never permitting it to even reach the ceiling!

The Pink tones give substance and vibrancy to the background . . . COLOR to the atmosphere . . . and so,

with PAINT we have counteracted the room's inherent defects . . . its high, unfriendly ceiling, and its cold, Bluish light.

And on page 17 . . . well . . . we don't have to tell you anything about the Blue Danube Bedroom.

Everyone will want to reproduce this gay, sophisticated, light-as-air color scheme.

We know a girl of nineteen (and so do you!) who will INSIST that you redecorate her bedroom in these romantic tones . . . at once!

At the top of this page are two small rooms hidden away under the roof. Unconventional ceiling angles mean unusual color treatment . . . and both of these rooms are delightfully different.

In the Studio . . . the verticals . . . in chair . . . wall . . . and drapes . . . give height . . . and help lofty ambitions soar.



SOUTH OF THE BORDER HOUSE! A beguiling style of architecture that wears innocent White with a wink! Rosy Red accents for a garden fragrance. Body, White Cementhide Brick and Stucco Paint. Trim, Outside White Titanic Sun-Proof House Paint. Shutters and undersection of second floor porch, Brick Red Sun-Proof House Paint. Rail, Black Sun-Proof House Paint.

We call this house our "South of the Border House" . . . but what we mean is South of practically any border.

South of Illinois . . . South of New Jersey . . . or just SOUTH! For this interesting type of house is popular in almost all of our states.


More typically southern . . . it is true . . . but still often appearing in many communities above the Mason and Dixon's Line. Styled here with white and accents of Ruby.

Over the page there is an especially attractive Dining Room. All misty green . . . with accents of good red brown earth. The "Rustle of Spring Dining Room."


The Living Room also shown is at once both masculine and feminine . . . with lusty deep reds and warm soft grays. The all white fireplace is a suggestion which illustrates what can be done with PAINT . . . to simplify the appearance of a mantel constructed in several types of material.

THIS room has character! The word is too often applied in error, to rooms having neither distinction nor beauty . . . and which are entirely lacking in that robust quality which IS character.


But we stand pat on our description . . . for there never was a room in any home, of any age . . . more ruggedly beautiful . . . more forthright in its Color treatment . . . more INDIVIDUAL.



RUSTLE OF SPRING DINING ROOM. Dining rooms should be as correct as old silver; as jolly as hot apple pie. Soft, pure Colors of springtime have a rich dignity: a joyful fullness. Walls, Chartreuse Wallhide Toner Intermix. Ceiling, Oyster White Wallhide Toner Intermix. Woodwork, White Waterspar Enamel.



SNAP DRAGON BEDROOM. Beauty on a budget! Here's a room proves you can be lavish as you like for as little as you like. Walls, Green Gray Wallhide Toner Intermix. Ceiling, White Wallhide Flat Wall Paint. Woodwork, White Waterspar Enamel. Furniture, White Waterspar tinted with Ultramarine Blue Fluid Oil Color to shade shown.



THE CANDLELIGHT LIVING ROOM has a very new and a very old charm. Fireplace wall and cornice in Venetian Red Wallhide Toner have Twentieth Century dramatic darkness. The remaining walls and ceiling of Oyster White Wallhide Toner Intermix carry Medieval significance. Woodwork, White Waterspar Enamel. Bricks, White Cementhide Brick and Stucco Paint.



PAINTED DESERT BATHROOM. That painted look may be outmoded on a woman's cheek, but for the bathroom, spare not the theatrics! Walls, Apricot Wallhide Semi-Gloss Wall Paint. Woodwork, White Waterspar Enamel. Ceiling and wainscot, Cherry, made by mixing one part Para Red Light Pittsburgh Fluid Oil Color with sixteen parts White Wallhide Semi-Gloss Wall Paint. Mix to shade shown.



RUBY BEDROOM . . . whose cordial coloring is responsive to many moods. Makes a colorful "growing room" for Bobby or Betty. A picturesque guest room. Or a cheery resting place for the head of the family. Walls, Ivory Wallhide Flat Wall Paint. Ceiling, Palmetto Green Wallhide Flat Wall Paint. Furniture, Chinese Red Waterspar Enamel. Trim, True Ivory Waterspar Enamel. Quite practical, too!



PUMPKIN KITCHEN. Like to masquerade your kitchen? Give it a fancy dress so your best friend won't know it? Flaming walls do the trick! Walls, Tangerine Waterspar Enamel. Ceiling, White Wallhide Semi-Gloss Wall Paint. Woodwork, White Waterspar. Floor, Brown Florhide. Cabinets, White Waterspar. Trim, Seal Brown, Travertine and Tangerine Waterspar.



Walls, Horizon Blue Wallhide Flat. Woodwork, White Waterspar Enamel. Bookcase, French Gray Waterspar Enamel. Shelves, Rose Pink Waterspar Enamel.



Wagon, Jonquil Yellow Waterspar Auto Enamel trimmed in Jonquil Yellow and White Waterspar Auto Enamels. Line in Turret Gray Waterspar Auto Enamel.



Glider: Light Gray made by mixing 1 part Turret Gray Waterspar Auto Enamel with 6 parts White Waterspar Auto Enamel.

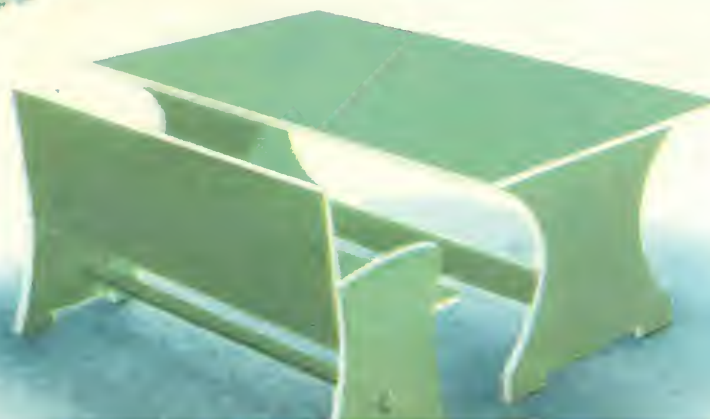


Table and bench: Turquoise Waterspar Enamel trimmed in White Waterspar Enamel.

Accessories can be made to enhance a color scheme, both indoors and out.

The complementary (or opposite) color is usually the thing to use. For instance . . . the bookcase shown here is painted in a cool gray. Pick it up with a row of books whose bindings are in tones of red, pink, and yellow, with a few dark books for accent.

Even a child's play wagon can become a bright spot of cheerful color . . . on the midsummer grass . . . or among the autumn leaves.

Yellows, oranges, or reds . . . make cheerful color interplay with greens . . . or harmonize with the russets and browns of October.

The same type of color scheme may be used in refinishing those comfortable sliding couches . . . warm colors against the outdoor greens . . . the upholstery piped with cooler green . . . will also look inviting on the shady porch.

Benches and tables . . . in breakfast nook or leafy grove . . . may be painted in harmony or contrast with their surroundings, as you wish. Just keep the colors clear . . . clean . . . and inviting looking.

Odd chairs . . . old picture frames . . . outmoded lighting fixtures . . . all are a challenge to the home decorator. When the rich Waterspar colors are used, dusty, flyblown curves and unimaginative angles become things of renewed beauty and interest.

Get yourself a Goldstripe brush and go a-hunting!



Any house, banked with summer flowers, resembles a picture. But try to be interesting when winter winds blow away your setting. The **MARIGOLD HOUSE** and **SUN-PROOF PAINT** show you how: Body, Salem Yellow. Trim, Outside White, Titanic. Shutters, doors: Tan Sun-Proof House Paint. Panels, Spanish Blue Sun-Proof. Roof, Blue Pittsburgh Shingle Stain. A year-round bloom.

This little house says "Hello . . . come in . . . glad you're here" . . . for as far as you can see it.

White houses are always "right" and safe to have . . . but the Marigold House suggests that perky . . . young and cheerful people live within. Young hearts . . . of whatever age . . . with the will to live well through the days . . . and the wish to enjoy every minute.

On the following page there is a bedroom that we like very much . . . and think you will, too . . . colors from a jewel . . . with accents taken from the ancient fires which fused into it . . . the beautiful colors which have been admired through the centuries. The Turquoise Bedroom!

On this page also there is a gay dining room . . . styled with colors carefully chosen from the thousands of tints and

tones of the DAHLIA.

. . . Here are Terra Cotta, in a smart contrasting wall . . . Peach . . . White . . . a room for convivial fellowship . . . for hospitality . . . for "dining in"!

There is a bedroom on page 25 that brings the morning sun right into your alarm-clock hour . . . it is White, and Yellow, and Blue . . . and as if THAT were not enough to warm the cockles of the chilliest heart . . . the furniture is Knotty Pine . . . the accents Coral. Blithe radio tunes are all right to start the day . . . but warm, happy-looking surroundings help, too!

It is a room which wears well around the clock of life . . . for it fits the personality of the young or the old . . . matching the gayety of the one, and the mellowness of the other.



Your living room is the Speaker of the House. To family, friend and casual visitor, it voices your taste, your personality. The Peach walls of the **ARBUTUS LIVING ROOM** tone with and tone up any Colors you may have. Walls, Peach Wallhide Flat Wall Paint. Ceiling, Horizon Blue Wallhide Flat. Woodwork, White Waterspar Enamel. New warmth is won with these glowing walls. Wan shadows are wiped away.



DAHLIA DINING ROOM. In the flower show of rooms, our Dahlia Dining Room's a favorite. Mealtime should be pleasant, but who feels like talking hedged in by austere walls? Backgrounds can easily bloom with: Walls, Peach Wallhide Toner Intermix. Side wall, Venetian Red Wallhide Toner. Ceiling, Peach Wallhide Flat. Woodwork and furniture, White Waterspar Enamel. A cheery room your guest and you will like.



TURQUOISE BEDROOM. Turquoise Blue and Pagan Red! A light-hearted combination that blends with furniture in any Color . . . any period. Walls, Cascade Blue Wallhide Flat Wall Paint, exotic yet restful. Ceiling, White Wallhide Flat Wall Paint. Woodwork, Turquoise Waterspar Enamel lightened with White Waterspar Enamel to match walls. Furniture, Sand Waterspar Enamel. Gypsy gay, this novel room.



AWAKE IN A DAFFODIL BEDROOM! If you don't roll out with a smile, you're hopeless! This scheme is especially designed to cure drabness of wall or disposition! Walls, Sunstone Wallhide Flat. Ceiling, White Wallhide Flat. Woodwork, True Ivory Waterspar Enamel. If your bedroom's dark, bleach out shadows with Sun Color.



AMETHYST BATHROOM! Here the shower and shave corner disguises as a powder box! You'll like its refusal to again submit to pastel dress . . . the graduation to glamour. Walls and ceiling, Ivory Wallhide Semi-Gloss Wall Paint. Woodwork, True Ivory Waterspar Enamel. Dado, Wine Carrara, or mix Wine hue by adding White Waterspar Auto Enamel to Maroon Waterspar Auto Enamel to the shade shown.



CORNFLOWER KITCHEN. Maybe you think your high, wide and not so handsome kitchen can't be anything but utilitarian. But see how this angular room smiles up at you, when rightly colored! Walls, Blue Bonnet Wallhide Gloss Wall Paint. Ceiling, Colonial Yellow Wallhide Semi-Gloss Wall Paint. Woodwork and cabinets, White Waterspar Enamel. Accents, Canary Yellow Waterspar Enamel. Fresh as a garden flower.



THE WINTERGREEN HOUSE does just what it says!
Radiates the verdant cheer of a summer garden in winter: June in January! Body and trim, Outside White, Titanic Sun-Proof House Paint. Shutters and garage doors, Shamrock Green Sun-Proof House Paint. Sash and moldings, Carnival Red Sun-Proof House Paint. Roof, Gray Pittsburgh Shingle Stain. A True winter garden setting.

The color scheme for the little house that always "belongs" . . . wherever you put it.

Soft gray roof . . . cool white walls . . . and shamrock green shutters . . . for luck! Touches of carnival red on windows and door . . . give a sly note of sophistication. And now . . . on the opposite page . . . we come to the last interiors in our little book . . . and they are all lovely. Look at the Palm Green Living Room. Here is Color Styling with close harmonies. Green against green . . . with starchy white for accent.

The bathroom . . . with its rebel fish leaping clear out of the formal design over the ebony tub . . . is very jolly . . . and the kitchen we think has one of the most distinguished color schemes in our whole collection of styled interiors. When your bride is carried over the threshold . . . or your little girl (grown so tall) comes home again after her

college interlude . . . stir yourself about . . . call painters . . . whisper to upholsterers . . . and re-create at once this Primrose Bedroom. The sweetest and most gently smiling bedroom of them all.

We hope you have been pleased and stimulated by our illustrations of Styling with Paint.

Don't be afraid to use color. Painting is relatively the least costly thing that you can do to refresh your dwelling place . . . and the proper background will cause all of your present household possessions to rise and shine again with renewed beauty of texture and surface.

If you have some very special problems . . . and want interested, free, friendly advice . . . please write a note to the Studio of Creative Design and Color, Pittsburgh Plate Glass Company, Pittsburgh, Pennsylvania.

We know SOME of the answers . . . anyway!



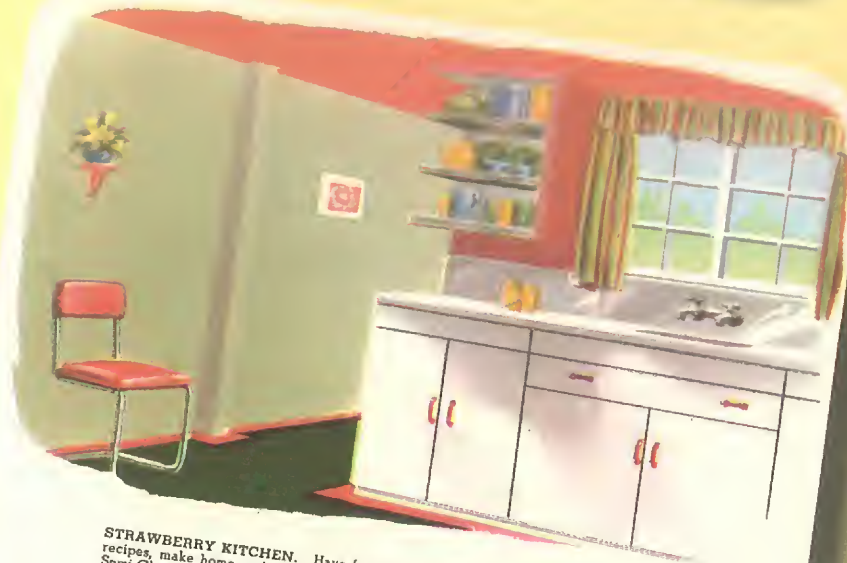
PALM TREE LIVING-DINING ROOM. Double duty rooms face double decorating problems: How to implant character in each section, yet keep the whole harmonious. Variations on one Color are the solution: Walls, Palmetto Green Wallhide Flat Wall Paint. Dining wall, Blue Green Wallhide Toner Intermix. Ceiling, White Wallhide Flat Wall Paint. Woodwork, White Waterspar Enamel.



PRIMROSE BEDROOM. You don't need to be bizarre to be beautiful. See how the soft petals of the primrose soft pedal this scheme right to your heart. Walls, Blossom Pink Wallhide Flat Wall Paint. Wall behind vanity, Blue Wallhide Toner Intermix. Ceiling, White Wallhide Flat Wall Paint. Woodwork, White Waterspar Enamel.



SALMON BATHROOM. A little room with little leeway in the style of its fittings is the bathroom. Color's the clue to cleverness and we suggest: Walls, Rose Pink Waterspar Enamel. Ceiling, White Wallhide Semi-Gloss Wall Paint. Woodwork and furniture, White Waterspar. Accents, Apple Green Waterspar. Fish, Silver, or Pittsburgh Metaleaf Aluminum. Novel wall hues make up for pale accessories.



STRAWBERRY KITCHEN. Have fun with your kitchen. New Colors, like new recipes, make home and the range more interesting. Walls, Dove Gray Wallhide Semi-Gloss Wall Paint. Splash and ceiling, Strawberry, made by adding one part Para Red Light Pittsburgh Fluid Oil Color to sixteen parts White Wallhide Semi-Gloss Wall Paint. Woodwork and furniture, White Waterspar Enamel.

COLOR HARMONY



LIVING ROOMS

Walls	Ceiling	Wood Trim	Accents
Horizon Blue Wallhide Flat	Cascade Blue Wallhide Flat	White Waterspar Enamel	Wood Rose, Turquoise, White and Dusty Pink
Palmetto Green Wallhide Flat	White Wallhide Flat	White Waterspar Enamel	Beige, Cocoa Brown, Saffron and White
Blue Wallhide Toner Intermix	White Wallhide Flat	Pearl Gray Waterspar Enamel	Silver, Mid-night Blue, American Beauty Rose
Oyster White Wallhide Toner Intermix	Sea Foam Green Wallhide Flat	White Waterspar Enamel	Vermilion, White, Silver, Pine Tree Green
Peach Wallhide Flat	Coral Peach Wallhide Toner Intermix	True Ivory Waterspar Enamel	Coral, Cream, Powder Blue and White
Sand Wallhide Toner Intermix	White Wallhide Flat	White Waterspar Enamel	Cocoa Brown, White, Flame and Gold
Dawn Gray Wallhide Flat	Chartreuse Wallhide Toner Intermix	Pearl Gray Waterspar Enamel	Chartreuse, White, Black, Silver and Coral
Sea Foam and White Wallhide Flats	Sea Foam Green Wallhide Flat	Old Ivory Waterspar Enamel	Yellow, White, Blue-Green

DINING ROOMS

Walls	Ceiling	Wood Trim	Accents
Cascade Blue Wallhide Flat	White Wallhide Flat	White Waterspar Enamel	Silver, Deep Turquoise and Cerise
Beige Wallhide Flat	Sea Foam Green Wallhide Flat	White Waterspar Enamel	Saffron Yellow, White, Burnt Orange

DINING ROOMS

Walls	Ceiling	Wood Trim	Accents
White Wallhide Flat	Blue Wallhide Toner Intermix	Pearl Gray Waterspar Enamel	American Beauty Rose, Powder Blue and Silver
Spring Green Wallhide Flat	White Wallhide Flat	White Waterspar Enamel	White, Gray, Flame
Oyster White Wallhide Toner Intermix	Suntone Yellow Wallhide Flat	White Waterspar Enamel	White, Lemon Yellow, Ice Green
Coral Peach Wallhide Toner Intermix	Ivory Wallhide Flat	True Ivory Waterspar Enamel	Midnight Blue, Powder Blue and Cream
Golden Tan Wallhide Toner Intermix	White Wallhide Flat	White Waterspar Enamel	Cocoa Brown, White and Flame
Suntone Yellow Wallhide Flat	White Wallhide Flat	Old Ivory Waterspar Enamel	Sea Foam Green, White, Chrome Yellow

BEDROOMS

Walls	Ceiling	Wood Trim	Accents
Orchid Wallhide Flat	Oyster White Wallhide Toner Intermix	Pearl Gray Waterspar Enamel	Silver, Violet, White
Blossom Pink Wallhide Flat	White Wallhide Flat	White Waterspar Enamel	Royal Blue, White, Dusty Pink
Cascade Blue Wallhide Flat	White Wallhide Flat	Turquoise Waterspar Enamel	Light and Deep Yellows, White, Turquoise
Blue Wallhide Toner Intermix	White Wallhide Flat	Tinted to match walls	Mulberry, White and Silver

N I Z I N G

C H A R T

BEDROOMS

Walls	Ceiling	Wood Trim	Accents
Oyster White Wallhide Intermix	Sea Foam Green Wallhide Flat	White Waterspar Enamel	Coral, Green Gray, Gray and White
Peach Wallhide Flat	Blue Wallhide Toner Intermix	True Ivory Waterspar Enamel	Powder Blue, Cream and Deep Peach
Sea Foam Green Wallhide Flat	Ivory Wallhide Flat	True Ivory Waterspar Enamel	Blush Rose, Cream, Leaf Green
Yellow Wallhide Toner Intermix	White Wallhide Flat	White Waterspar Enamel	Midnight and Powder Blues, White

BATHROOMS

Walls	Ceiling	Wood Trim	Accents
White Wallhide Semi-Gloss	White Wallhide Semi-Gloss	Rose Pink Waterspar Enamel	Black, Pink and Apple Green
Larkspur Blue Wallhide Semi-Gloss	White Wallhide Semi-Gloss	White Waterspar Enamel	Venetian Red, Saffron Yellow and White
Crocus Yellow Wallhide Gloss	Ivory Wallhide Gloss	True Ivory Waterspar Enamel	Sienna, Cream and Tangerine
Dove Gray Wallhide Semi-Gloss	White Wallhide Semi-Gloss	White Waterspar Enamel	Vermilion, Black, White
Wisteria Wallhide Semi-Gloss	Wisteria Wallhide Semi-Gloss	Tint White Waterspar Enamel to wall shade	Royal Blue, Orchid and White
Sunny Green Wallhide Gloss Enamel	White Wallhide Semi-Gloss	White Waterspar Enamel	Tangerine, White and Black

BATHROOMS

Walls	Ceiling	Wood Trim	Accents
Ivory Wallhide Semi-Gloss	Cameo Blue Wallhide Semi-Gloss	True Ivory Waterspar Enamel	Deep Turquoise, Cream and Blush Rose
Seal Brown Waterspar Enamel	White Wallhide Semi-Gloss	White Waterspar Enamel	Coral, White

KITCHENS

Walls	Ceiling	Wood Trim	Accents
Blue Bonnet Wallhide Gloss	Apricot Wallhide Semi-Gloss	White Waterspar Enamel	Deep Apricot, White
White Wallhide Semi-Gloss	Colonial Yellow Wallhide Semi-Gloss	White Waterspar Enamel	Royal Blue, Tangerine and Chrome Yellow
Crocus Yellow Wallhide Gloss	Ivory Wallhide Gloss	True Ivory Waterspar Enamel	Chartreuse, Midnight Blue and Cream
Apricot Wallhide Semi-Gloss	Apricot Wallhide Semi-Gloss	Apricot Waterspar Enamel	Jade Green, Terra Cotta and White
Cameo Blue Wallhide Semi-Gloss	Sky Blue Wallhide Semi-Gloss	White Waterspar Enamel	Chinese Red, Turquoise and White
Bud Green Wallhide Semi-Gloss	Parchment Wallhide Semi-Gloss	Travertine Waterspar Enamel	Tangerine, Lawn Green and Sienna
Delphinium Blue Waterspar Enamel	White Wallhide Semi-Gloss	White Waterspar Enamel	Chrome Yellow, White and Royal Blue
White Wallhide Semi-Gloss	White Wallhide Semi-Gloss	Turquoise Waterspar Enamel	Turquoise, Rose Pink and Black





COLORS *by Nature*

PAINTS *by Pittsburgh*